

# CONTRACT



WITI  
9001 North Green Bay Road  
Milwaukee, WI 53209-1297  
(414)355-6666

<b>Contract / Revision</b> 559869 /		<b>Alt Order #</b> 09765111
<b>Product</b> HOVDE FOR SENATE		
<b>Contract Dates</b> 08/07/12 - 08/13/12		<b>Estimate #</b> 2768
<b>Advertiser</b> Hovde/ R/ Senate		<b>Original Date / Revision</b> 07/09/12 / 07/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Trevor Heaton	<b>Sales Office</b> Washington DC
<b>Special Handling</b>		
<b>Demographic</b> Adults 35-64		
<b>IDB#</b> 8380	<b>Advertiser Code</b> 223	<b>Product Code</b> 400
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

National Media Research Planning & Placement  
Attention: Tracey Robinson  
815 Slaters Lane  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	08/07/12	08/13/12	M-F 5a-530a	5a-530a		:30			NM	3	\$1,005.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				3	\$335.00			
N 2	6	08/07/12	08/13/12	M-F 530a-6a	530a-6a		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				3	\$415.00			
N 3	6	08/07/12	08/13/12	M-F 6a-7a	6a-7a		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				5	\$525.00			
N 4	6	08/07/12	08/13/12	M-F 7a-8a	7a-8a		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				5	\$600.00			
N 5	6	08/07/12	08/13/12	M-F 8a-9a	8a-9a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				5	\$500.00			
N 6	6	08/11/12	08/11/12	Sa 7a-9a	7a-9a		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$315.00			
N 7	6	08/07/12	08/13/12	M-F 5p-530p	5p-530p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				2	\$500.00			
N 8	6	08/07/12	08/13/12	M-F 530p-6p	530p-6p		:30			NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				5	\$465.00			
N 9	6	08/07/12	08/13/12	M-F 6p-630p	6p-630p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				5	\$500.00			
N 10	6	08/12/12	08/12/12	Su 5p News	5-6p		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S				1	\$435.00			
N 11	6	08/07/12	08/13/12	M-F 630p-7p	630p-7p		:30			NM	5	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/07/12	08/13/12	MTWTF--				5	\$370.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

Contract / Revision	Alt Order #
559869 /	09765111

Contract Dates	Product	Estimate #
08/07/12 - 08/13/12	HOVDE FOR SENATE	2768

Advertiser	Original Date / Revision
Hovde/ R/ Senate	07/09/12 / 07/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
N 12	6	08/07/12	08/13/12	M-F 930-10p	930p-10p		:30			NM	3	\$2,940.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/07/12	08/13/12	MTWTF--				3	\$980.00			
N 13	6	08/07/12	08/13/12	M-F 10p-1035p	10p-1035p		:30			NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/07/12	08/13/12	MTWTF--				1	\$1,200.00			
N 14	6	08/11/12	08/11/12	Sa 10p-1035p	10p-1035p		:30			NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/06/12	08/12/12	-----S-				1	\$650.00			
N 15	6	08/12/12	08/12/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/06/12	08/12/12	-----S				1	\$700.00			
N 16	6	08/12/12	08/12/12	Fox 6 Blitz	1035p-1105p		:30			NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/06/12	08/12/12	-----S				1	\$700.00			
N 17	6	08/07/12	08/13/12	M-F 1035p-1105p	1035p-1105p		:30			NM	5	\$2,075.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		08/07/12	08/13/12	MTWTF--				5	\$415.00			
<b>Totals</b>											<b>52</b>	<b>\$27,065.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	52	\$27,065.00	\$23,005.25
<b>Totals</b>	<b>52</b>	<b>\$27,065.00</b>	<b>\$23,005.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions printed on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Jon Ferrell,

being/on behalf of: Hovde for Senate Committee, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the Wisconsin Primary

election to be held on: August 14, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

<b>Total Charges: \$</b>	
--------------------------	--

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

Hovde for Senate Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

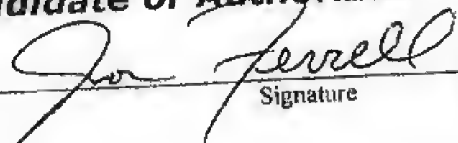
The name of the treasurer of the candidate's authorized committee is:

Craig Engle, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

_____	
Date	Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

_____	_____	_____
Signature	Printed Name	Title

AUG-05-2012 22:11

P.01/01

NATIONAL MEDIA RESEARCH, PLANNING & PLACEMENT, LLC  
ALEXANDRIA, VA 22314

WITI-TV - WITI-TV

25654

25654  
08/03/12

Inv Date	Invoice #	Description	Balance Due	Discount	Net Amount
08-03-12	8312SB2WITI-M	EHFS-EHFS-WSN 2982	15,661.25		15,661.25
08-03-12	8312SBWITI-M	EHFS-EHFS-WSN 2768	23,005.25		23,005.25

Check Total: \$38,666.50

SAFEGUARD. 11105128 3F04 08730514L

ORIGINAL DOCUMENT PRINTED ON CHEMICAL-REACTIVE PAPER WITH MICROPRINTED BORDER

NATIONAL MEDIA RESEARCH,  
PLANNING & PLACEMENT, LLC  
815 SLATERS LANE  
ALEXANDRIA, VA 22314

BB&T  
Branch Banking and Trust Company

VIRGINIA

25654

25654

NUMBER

68-426/514

VOID AFTER NINETY (90) DAYS

PAY EXACTLY\*\*\*\*\*38,666\*DOLLARS\*AND\*50\*CENTS

DATE

AMOUNT

Aug 03, 2012

\$38,666.50

PAY  
TO THE  
ORDER  
OF

WITI-TV  
9001 N Green Bay Road  
Milwaukee, WI 53209

*Jonathan W. Ferrell*

110 25654 11 106 1101 25010000 15 209 2555 11

TOTAL P.01